

FUSALP | PASSION FOR EXCELLENCE SINCE 1952

ON THE OCCASION OF ITS 70TH ANNIVERSARY, FUSALP ELEVATES ITS EXPERTISE AND AFFIRMS ITS ICONIC HERITAGE TO CREATE A FASHION-TECH ANNIVERSARY COLLECTION

FOR IMMEDIATE RELEASE



Driven by a passion for excellence, the **Fall/Winter 2022-2023 collection** draws the contours of an elegant, light and agile silhouette, infused with a certain idea of luxury - innovative, authentic and timeless.

The Fusalp style is unique, enhanced by the tailored cut and the quality of the versatile materials to intrinsic technicality. The garment is functional and modular. Every detail has its own importance and influences the architecture of the garment; the look it creates, its warmth, all in ease of movement. The cuts are radical, clean and precise.

New high quality materials
TWEED – FLANNEL – CORDUROY – NYLON SUPERMAT

complete the classic range
NYLON – SOFTSHELL – FLEECE – FAUX FUR – VEGAN LEATHER
WOOL & CASHMERE – MERINO – ECOVERO ELITE

composed through seasonal colorama and textures



Inspired by the freedom of the skiers who forge their own path, the Fusalp wardrobe reincarnates the tailoring spirit, which is reinterpreted in a sport-chic style, to retain only the essential: elegance and performance.

A collection designed by Mathilde Lacoste - Artistic Director

THE ESSENTIALS

Versatile wardrobe | Comfort of stretch materials | Thermal insulation adapted to the environment | Elegant design, radical and refined cut | Harmony of cuts, volumes and colors | Audacity of seasonal prints, inspired by the brand's heritage logo | Aesthetic signature with a strong identity, sprinkled with the brand's DNA | Durability, reparability, warranty, transmission

READY-TO-WEAR

A CONTEMPORARY COLLECTION THAT SHAPES THE SILHOUETTE AND LIBERATES THE BODY



NEW URBAN VOLUMES | TAILORING | TECHNICITY | VERSATILITY | MODULAR

The ready-to-wear collection introduces new volumes. It revisits the archetypes of city attire and offers a wardrobe with timeless and daring elegance that enhances the silhouette and encourages movement.

Women

BLAZER – TRENCH – DENIM INSPIRED JACKET – LONG COAT
WRAPPED & OVERSIZED PARKAS AND JACKETS

Men

OVERSHIRT – BLAZER – DENIM INSPIRED JACKET – PEA COAT – $\frac{3}{4}$ COAT – PARKA

Luxurious materials

FLANNEL – TWEED – CASHMERE WOOL – SATIN NYLON – ULTRA MATTE NYLON

are designed according to the tailoring codes of the brand

SMOCKS – PADDING – SOFTSHELL BANDS – WIDE COLLAR ENVELOPING HOOD
GRAPHIC LINES



SKI

A FASHION-TECH WARDROBE CHARACTERIZED BY TRANSVERSAL TECHNICAL EXPERTISE AND THE HERITAGE TAILORING HERITAGE OF THE BRAND



TAILORING EXPERTISE | COUTURE FIT | 70'S INSPIRATION | ELEGANCE INTELLIGENT MATERIALS | INSULATION | COMFORT

Fusalp explores new horizons, designs with pure cuts, associations of audacious materials and puts its technical knowledge at the hands of the skier. This is to provide optimum protection against temperamental weather and ensure absolute comfort of movement, without compromising style.

A COMPLETE TECHNICAL AND ELEGANT WARDROBE

Jackets and trousers coordinate or mix and match in an elegantly sophisticated style, or alternatively, for more of a sportswear look.

FOCUS on thermal expertise which adapts to the environment and to the specific activity.

It is grouped into three main categories, which also applies to coats, jackets and ready-to-wear.

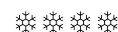


Cool Weather



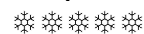
PAULA - CLEA
EDGAR - POWER III

Winter Cold



MATHILDE - DELPHINE - ANGELA
GUY - JEFF - OMALEY
ABELBAN - FERNAND

Deep Cold



BARSY - HORTENSE - PERRINE - DOLORES
REGINA - GARDENA - MONTANA
BERLIOZ - ERNEST

THE ICONS

THE EPITOME OF THE BRAND'S DNA AND ITS TECHNICAL INNOVATION,
DESIGNED WITH SUBTLE ELEGANCE



BEST SELLERS | INNOVATION | EXTREME COLD | TAILORING | COMFORTABLE | SMOCK | BANDS | SOFTSHELL

Superstars of the collections, the MONTANA jacket and the GEZI parka are a fusion of technicality and style.

DECODING

MONTANA Jacket

The smock adds stretch to the material, feminizes the garment and enhances the silhouette.

The bands in stretch softshell and high quality Swiss material, give ease and structure to the garment.

The wide faux fur collar, inspired by 70's anorak collars, brings comfort and warmth.

GEZI Parka

Built-in technical intelligence.

The Fusalp approved membrane is waterproof, windproof and breathable.

The down thermal is suitable for cold temperatures.

The main seams are welded to enhanced waterproofing.



NEW FOR FALL/WINTER 2022-2023 | FOOTWEAR

Fusalp's new selection of footwear has been designed in collaboration with workshops and manufacturers with recognized expertise (manufactured in Portugal). The extended offer accompanies the aesthetic savvy of Mathilde Lacoste, Artistic Director, birthed from the mountain shoe, shifting towards an urban universe with the addition of Chelsea boots, dual-material lace-up boots, high-top sneakers and running shoes - completing the Fusalp silhouette.

The design, in tune with the times, is graphic and structured, the materials are high performance: including high-quality VIBRAM soles, technical and smooth water-repellent leather, genuine shearling lining, nubuck and softshell, contrasting lacing and soles, which bring technicality, comfort and style.

ACCESSORIES

PONCHOS - SCARVES - HATS - GLOVES - CAPS - SKI MASKS - SKI HELMETS - SOCKS

Accessories for the city and for skiing coordinate with all types of garments. Protective yet modern, they complete the wardrobe, for a total sophisticated look or for a burst of contrast.

FOCUS on the newly designed REPORTER bag.

Adjustable pouch that can be worn on the shoulder or as a cross over bag. Completely functional, it is made from the brand's iconic materials (DIAMOND SMOCK - NYLON - VEGAN LEATHER).

FUSALP IN A FEW WORDS

ONCE UPON A TIME FUSALP

Two visionary and daring tailors from Annecy decided, in 1952, to put their knowledge of tailoring and skiwear design to work.

A TECHNICAL COMMITMENT

Artistic Director Mathilde Lacoste dexterously handles the art of combining aesthetics and technicality, drawing on the brand's rich heritage and its pioneering past. She brings together the strengths of these two intrinsic characteristics of fine clothing and accessories to create collections that are sporty, chic, durable, comfortable and elegant, in line with our contemporary lifestyles.

A SINGULAR STYLISTIC SIGNATURE

A Fusalp garment has a particular identity. It can be recognized by its tailoring codes - the smock, the side stripes, the boudins - using matching heritage colors from the seasonal palette, and by its cut. The Fusalp line is contemporary, it aestheticizes the body, stretches the silhouette and lengthens the leg.

A BOLD STANCE

To wear a Fusalp garment is to adopt a committed and conquering attitude. It means looking for quality and comfort as well as fit and elegance. It means choosing garments that accompany and liberate movement, thanks to the choice of materials that compose them. It means feeling free in the practice of one's activities, both on the slopes and in the city.

«IT IS FROM THE PRECISION OF THE GESTURE THAT THE PURITY OF THE LINES,
THE PERFECTION OF THE CURVES AND THE RESULTING ALLURE ARE BORN.»

MATHILDE LACOSTE | ARTISTIC DIRECTOR

Mathilde Lacoste is a graduate of the École Supérieure des Arts Appliqués Duperré, fashion and textile design department. After graduating, she joined Lacoste, where she first worked on the color ranges for polo shirts, then coordinated trends and all the stylistic lines in France and internationally. She then opened an office dedicated to new projects where she experimented with the development of different products with total creative freedom. In 2014, Mathilde Lacoste joined the new Fusalp team as Artistic Director.

DURABILITY | WRITING AN ENDURING STORY

Fusalp offers a 5-year warranty. All products are, by default, covered by a warranty against defects in materials and workmanship for a period of 2 years from the date of purchase by the consumer. As of January 1, 2021, Fusalp offers an extended warranty to 5 years from the date of purchase on selected products.

Click [here](#) to download the images.

PRESS CONTACT - VANESSA MONSON
+33 (0)7 61 83 31 28 - vmonson@fusalp.com

About Fusalp

Fusalp was born in 1952 in the heart of the French Alps. Since its creation by a duo of tailors in Annecy, the brand has revolutionised Alpine skiwear by creating the first technical stirrup pants that was worn by the French ski team in the 60s. Iconic partner of the greatest alpine skiing champions, Fusalp has since tirelessly worked on achieving the perfect balance between technicality, comfort and style. A design signature that reflects a community of faithful and demanding connoisseurs in France and abroad. Through its collections, Fusalp celebrates the art of movement, a movement inspired by Alpine skiing and adapted to our modern urban lifestyles. The Fusalp collections can be found in the brand's 50 stores over 25 countries. Also available on fusalp.com.

Instagram : @fusalp - Facebook : Fusalp - Twitter : @_Fusalp - LinkedIn : Créations Fusalp

